

AISAM 2008 Report

AISAM 2008 is the highlight of my MBA studies. It is an extremely well-organised experience and enabled me to meet many and varied people and share experiences and ideas. I could not recommend the AISAM experience highly enough. It was a place where I have made lifelong friends. (Pam Cosker AISAM 2008)

This year's AISAM program, the 13th, was tremendously successful with student ratings the highest ever.

32 students attended AISAM 2008 with the largest numbers coming from Griffith, Wollongong, Deakin and Western Australia. Monash and Canberra also sent students as did Wilfred Laurier University in Canada.

Penang again proved a terrific location for introducing students to Business in Asia. The mixture of cultures present in Penang -- Bumiputran, Chinese and Indian -- the dual nature of Penang as a tourist resort and industrial hub, and the colour, cuisine and vibrancy of the Island provided the ingredients to a wonderful experience.

Nine guest speakers were invited to make presentations during the first week when students studied Business in Asia. Extremely popular speakers from previous years returned for AISAM 2008. Prof Mahani offered a perfect introduction to Business in Asia by explaining the pattern of economic development across Asia overtime, Dato' Alfred Teh explained how he had built and maintained one of Malaysia's leading electronics organisations and John Federoff and Mery Girsang provided both expatriate and local views of how best to do business in Indonesia.

The best feature of this unit was the external speakers. They were experienced, educated and motivated to pass on their knowledge -- excellent. (Adam Hogan AISAM 2008)

New speakers included Hijjas Kasturi one of the most prominent architects in Southeast Asia and Vijaysundram Balasundram, Operations Manager DHL Exel Supply Chain. Hijjas offered his personal insights into doing Business in Asia under the title "Things That You Should Know -- an Asian/Malaysian Perspective" and Vijay astonished students by explaining the upstream functions DHL can offer its customers -- including acting as their customers' warehousing facility and operating as their customers' assembly line.

In addition to classroom sessions and guest speakers, students visited some of the 700 MNCs operating in the Penang Free Industrial Zone where senior executives shared their experiences and explained the practicalities of doing business in the Asian region.

Loved the notion of 'pracademic'. It is very easy to pick up a textbook and learn theory. Practical experience is much harder to come by and is what sets this unit apart (Scott Broadhead AISAM 2008)

As in past years the government of Penang offered AISAM participants a State Dinner and invited them to visit the Penang Development Corporation.

After a hard first week, students enjoyed the middle weekend and familiarised themselves with all of the tourist delights that Penang has to offer. While some relaxed around the waterfall and swimming pool at the Hotel Equatorial, many visited Penang's rich array of temples, fishing villages and museums, while still others sampled Penang cuisine, shopping and a little nightclubbing!

The beginning of week two saw the commencement of the elective units. AISAM offers the unique experience of a small group of students being able to spend a whole week with a world class expert in their chosen field -- Strategic Negotiation and Supply Chain Management. Add to this visits to organisations and factories that provided perfect illustration of the concepts being studied -- MEI Project Engineers, DHL Exel and Motorola.

Plans are well under way for AISAM 2009 which will be held from June 29-July 10, 2009. Come and join the other 584 students who have now completed the AISAM program. Applications are now open.